



**FOR IMMEDIATE RELEASE**

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**‘Bite into a Healthy Lifestyle’ during National Nutrition Month**

**EAU CLAIRE, Wis. - March 11<sup>th</sup>, 2015-** The Eau Claire City-County Health Department encourages you to join the Academy of Nutrition and Dietetics during March to celebrate National Nutrition Month. Initiated in 1973 as a week-long event, “National Nutrition Week” became a month-long observance in 1980 due to a growing public interest in nutrition. This year’s theme, **“Bite into a Healthy Lifestyle”**, encourages everyone to adopt a healthy lifestyle that includes eating fewer calories, making informed food choices, and getting daily exercise in order to achieve and maintain a healthy weight, reduce the risk of chronic diseases, and promote overall health. .



A healthy lifestyle is vital to maintaining a healthy weight and optimal health. No single food, drink, diet trend, or magic pill is the key to a healthy lifestyle. Rather, a person’s overall daily routine is the most important influence on long-term health. “Incorporating healthy eating habits and active living as part of a daily routine is the easiest way to sustain a healthy lifestyle while enjoying favorite foods and activities,” says Susan Krahn, Eau Claire City-County Health Department Public Health Nutritionist. Research shows that maintaining a healthy body weight and preventing excess weight gain has multiple health benefits, opposed to struggling to lose weight after weight gain. Susan adds “If healthy foods and moderate exercise are a part of your routine on a daily basis, you can indulge and savor a favorite food on a special occasion and still maintain a healthy weight and eating pattern overall.”

Most people can find one aspect of their regular eating patterns that could use improvement. For example, **three out of every four adults in Eau Claire County report eating less than the recommended five servings of fruits and vegetables per day.** When you decide to make a healthy change to your overall eating pattern, start small. It has been found that it can take about three weeks for a new habit to become part of daily routines.

**Here are some simple ideas to start with:**

- 1) Add one serving (1/2-1 cup) of fruits or vegetables to a meal every day: Fruits and vegetables are packed with nutrients, are low in calories, and promote good health.
- 2) Use a smaller plate or bowl: This helps with portion control. By using smaller dishes, you can finish your entire plate or bowl and feel satisfied without overeating
- 3) Drink water instead of sugary drinks: Cut calories by replacing 1 serving of juice, soda, or other sweet drinks with water daily.

As part of this public education campaign, the Academy's National Nutrition Month website ([www.eatright.org/nnm](http://www.eatright.org/nnm)) includes a variety of helpful tips, games, promotional tools and nutrition education resources, all designed to spread the message of good nutrition based on the "Bite into a Healthy Lifestyle" theme.

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